Journalists, public win in Richmond Newspapers case
Tightened network race reflected in May sweeps

Broadcasting Jul 7

The newsweekly of broadcasting and allied arts

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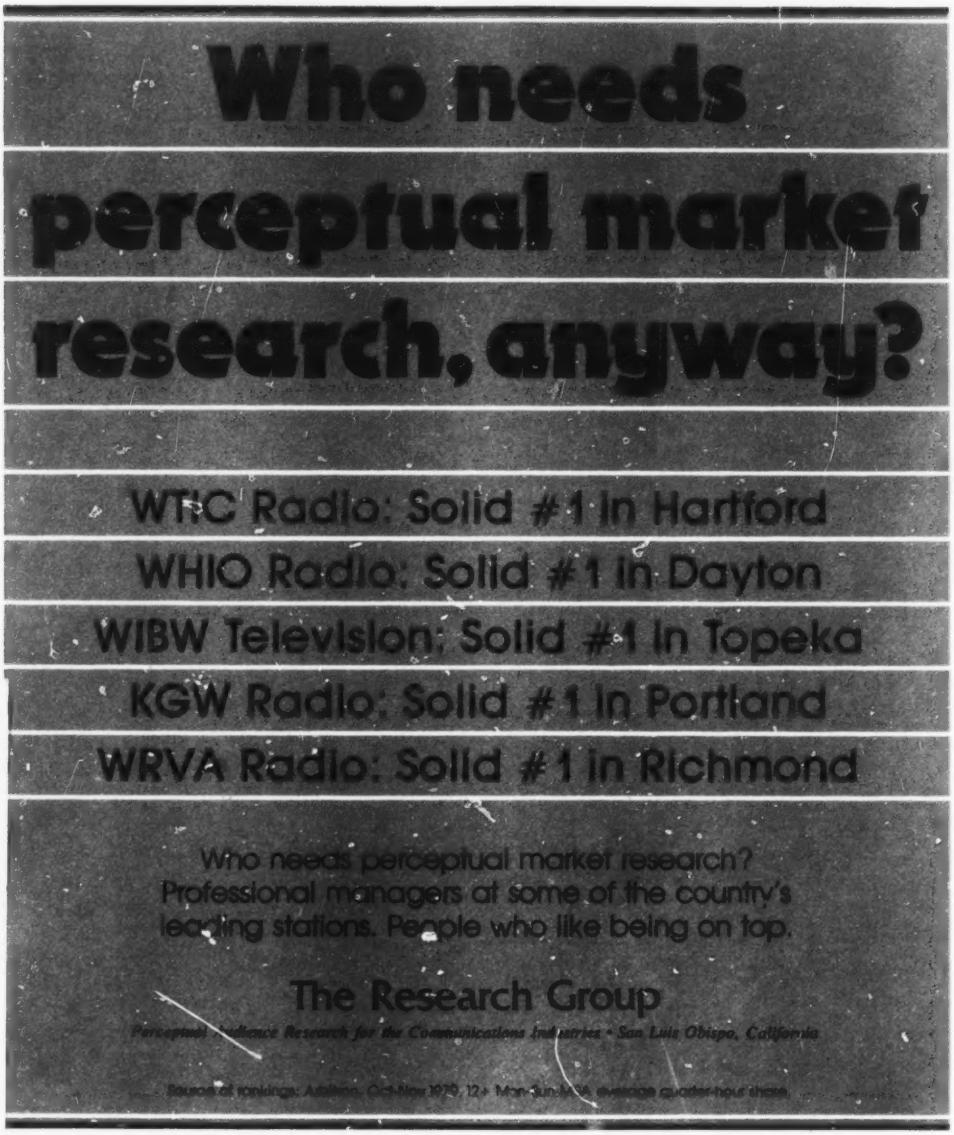
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The Week in Brief

TOP OF THE WEEK

SWEEP STORY ☐ May sweep results show ABC and CBS vying for prime-time victories in the top-100 markets, while NBC posts the largest audience gains from the year before. **PAGE 25.**

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BUSINESS

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $45, two years $85, three years $120. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $55.00. *Across the Dial-Around the Channels* $3.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

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TOP OF THE WEEK

NBC stations inch upward in May sweeps

Tighter network race is reflected in Arbitrons as ABC and CBS battle for top spots and also-ran picks up viewers in majority of markets

ABC's TV affiliates and those of CBS ran nip and tuck for prime-time leadership in Arbitron's May sweep, but the clear winners—in terms of audience gains from a year earlier—were NBC's.

CBS appeared to win it in total homes delivery while ABC edged in front in number of affiliates taking first place in their markets. Although still in third place in both total homes and first-place rankings, NBC affiliates showed audience increases in more than three-fourths of their markets.

NBC researchers, based on Arbitron's 8-11 p.m. NYT reports for all 215 markets, showed ABC affiliates delivering 12,195,000 homes per average quarter-hour, as against 11,887,000 for CBS affiliates and 11,429,000 for NBC stations. That put ABC 2.6% ahead of CBS and 6.7% in front of NBC.

CBS researchers said their 8-11 p.m. calculations agreed that ABC was slightly ahead in homes delivery, but that when the "other" prime-time hour—7-8 p.m. NYT on Sunday—was added in, CBS came out first with a 12,167,000 average, to ABC's 11,995,000 and NBC's 11,273,000. By this reckoning, CBS was up 1.4% on ABC and 7.9% on NBC.

ABC researchers, using still another basis for comparison—8-11 p.m. Monday-Saturday and 7-11 p.m. Sunday, with all local programing excluded—agreed that CBS led in homes, though their figures were somewhat different: 12,139,000 for CBS, 11,972,000 for ABC, 11,174,000 for NBC.

In markets where all three networks have affiliates, CBS's count put ABC outlets in first place in 54, CBS affiliates in 52 and NBC affiliates in 39. NBC's count gave ABC one fewer first-place rank but jibed with CBS's in other respects.

CBS and NBC affiliates both had 52 second-place finshes and ABC had 33, while third place was occupied by 50 ABC, 46 NBC and 33 CBS affiliates, according to the CBS compilations. All counts include ties.

Compared with a year ago, NBC reported gains in home delivery in 135 markets and declines in 25, with CBS up in 110 and down in 41, and ABC up in 12, down in 151. CBS's compilations put NBC up in 137 markets, down in 28; CBS up in 110, down in 41; ABC up in 11, down in 154. ABC, using a different base, had NBC up in 128, down in 29; CBS up in 116, down in 35, and ABC up in 13, down in 149.

In the top 100 markets, ABC had 40 first places, CBS 37 and NBC 26, including ties (see table).

But, over-all. A decline in network TV audience shares in prime time during May and June is puzzling network researchers. It comes when total TV usage is up, so some wonder whether it signals the beginning of a trend. Nobody knows for sure what it means, and some aren't sure it means anything. They want to wait and see if it keeps happening.

Nielsen figures show that prime-time homes using TV (HUT) levels in May were up 2% from a year ago and in June rose 1% above June 1979. But at the same time, the networks' combined prime-time ratings were dropping. For the second quarter, the three-network average was 46.7, or 2% below the second quarter of 1979. Combined network shares in the same period dropped by about 3.5%, to 83% of viewing households. With TV usage up, the missing network viewers must be going somewhere—to watch independents, public broadcasting, cable, pay cable or home videocassette recoders, or to play video games. But it isn't clear where they're going. "It could be the beginning of a trend," one network research executive said, "but we'll have to see a lot more data. And with the political conventions and campaigns, the third quarter is going to be atypical, so we probably won't get another clear look until the fourth quarter." He also noted that even with the rating decline, total network audience is up, thanks to the increase in TV homes since a year ago. In second quarter 1979, he said, the average combined-network prime-time audience was 35,540,000 households, whereas in this year's second quarter it was 35,630,000.

This table shows the May prime-time rankings of TV network affiliates in the top 100 ADI's (areas of dominant influence), as extracted by BROADCASTING from NBC researchers' compilations covering all 215 Arbitron markets. The numbers in the HH column represent thousands of homes delivered in average quarter-hour (add 000). The percentages (%) represent changes from the May 1979 sweeps; dashes (—) indicate no affiliate in the market. Boldface numbers indicate the top network in each market. The household figures are from Arbitron's station daypart section, Sunday through Saturday, 8-11 p.m. NYT. They include any local programing that may have been presented during those hours but do not include Sunday 7-8 p.m. NYT. The measurement period was April 30-May 27.

	ABC		CBS		NBC	
	HH	% change	HH	% change	HH	% change
1 New York	**1033**	– 13	884	– 7	876	5
2 Los Angeles	**583**	– 20	450	– 7	552	10
3 Chicago	**467**	– 11	406	0	403	13
4 Philadelphia	**452**	– 16	344	– 5	297	4
5 San Francisco	**282**	– 12	236	10	208	19
6 Boston	**306**	– 5	254	5	241	14
7 Detroit	**298**	– 13	254	– 6	264	17
8 Washington	178	– 20	**219**	5	178	18
9 Cleveland	**258**	– 12	205	10	205	6
10 Dallas-Fort Worth	**200**	– 15	199	11	180	19
11 Pittsburgh	**229**	– 13	221	8	140	1
12 Houston	**179**	– 11	170	17	156	8
13 Minneapolis-St. Paul	**144**	– 2	138	– 1	100	– 12
14 St. Louis	145	– 15	**154**	8	145	4
15 Miami	**162**	– 15	155	– 8	145	14
16 Atlanta	118	– 19	157	10	**171**	20
17 Seattle-Tacoma	**145**	– 10	115	– 22	125	15
18 Tampa-St. Petersburg, Fla.	113	– 4	**162**	1	145	5
19 Baltimore	**166**	– 9	151	6	146	22
20 Hartford-New Haven, Conn.	**148**	– 7	135	– 9	57	10
21 Denver	**128**	– 10	102	6	112	5
22 Indianapolis	117	– 20	**123**	13	122	16

	ABC		CBS		NBC	
	HH	% change	HH	% change	HH	% change
23 Sacramento-Stockton, Calif.	**134**	– 4	97	2	113	15
24 Portland, Ore.	**112**	– 10	108	5	98	15
25 San Diego	**106**	– 8	90	3	66	6
26 Milwaukee	**111**	– 10	102	7	95	8
27 Kansas City, Mo.	**114**	– 5	107	20	107	34
28 Cincinnati	110	– 11	111	5	**112**	23
29 Buffalo, N.Y.	**100**	– 15	95	2	91	6
30 Nashville	84	– 8	**124**	9	115	15
31 Phoenix	**88**	– 16	85	0	86	26
32 Charlotte, N.C.	92	– 12	**117**	8	37	– 5
33 Memphis	75	– 13	**103**	11	84	12
34 New Orleans	91	– 21	**115**	6	89	24
35 Columbus, Ohio	103	– 10	**107**	9	86	25
36 Ashville, N.C.-Greenville-Spartanburg, S.C.	81	– 15	98	22	**108**	17
37 Grand Rapids-Battle Creek-Kalamazoo, Mich.	56	– 16	78	1	**81**	31
38 Providence, R.I.	106	– 9	65	7	**114**	21
39 Oklahoma City	64	– 26	69	– 8	**73**	– 13
40 Orlando-Daytona Beach, Fla.	**85**	– 19	74	– 5	84	2
41 Charleston-Huntington, W. Va.	70	– 11	83	20	**103**	6
42 Raleigh-Durham, N.C.	85	– 9	**92**	11	28	33
43 Louisville, Ky.	57	– 22	**83**	8	78	10
44 Dayton, Ohio	73	– 4	**92**	2	56	– 5
45 Harrisburg, Pa.	57	– 12	39	11	**88**	22
46 Norfolk-Portsmouth-Newport News-Hampton, Va.	71	– 19	**81**	8	71	15
47 Salt Lake City	69	– 17	**74**	19	72	24
48 Albany-Schenectady-Troy, N.Y.	80	– 16	64	– 3	**81**	– 1
49 Birmingham, Ala.	**119**	– 14	36	0	80	4
50 Scranton-Wilkes Barre, Pa.	**93**	– 15	58	0	71	0
51 San Antonio, Tex.	74	– 9	**78**	5	67	5
52 Flint-Saginaw-Bay City, Mich.	**84**	– 17	40	21	83	14
53 Greensboro-Winston Salem-High Point, N.C.	77	14	**83**	14	73	– 17
54 Wichita-Hutchinson, Kan.	59	– 8	**81**	20	59	9
55 Little Rock, Ark.	**80**	– 4	65	2	71	3
56 Toledo, Ohio	64	– 7	**78**	16	75	17
57 Tulsa, Okla.	**75**	– 5	65	10	50	6
58 Shreveport, La.-Texarkana, Tex.	62	6	**76**	13	54	– 10
59 Knoxville, Tenn.	58	100	**78**	1	36	– 49
60 Mobile, Ala.-Pensacola, Fla.	64	3	**86**	19	55	17
61 Lynchburg-Roanoke, Va.	54	– 15	**67**	– 1	50	2
62 Des Moines, Iowa	48	– 24	**57**	– 2	49	4
63 Syracuse, N.Y.	56	– 20	**67**	0	**67**	5
64 Richmond, Va.	53	– 15	**72**	3	56	8
65 Omaha	**61**	– 23	54	10	52	11
66 Jacksonville, Fla.	47	21	**74**	– 4	49	– 8
67 Green Bay, Wis.	59	– 17	54	17	**64**	3
68 Rochester, N.Y.	**55**	– 23	50	– 9	47	– 6
69 Fresno, Calif.	**47**	– 6	43	0	**47**	27
70 Davenport, Iowa-Rock Island-Moline, Ill.	48	– 13	51	16	**53**	13
71 Chattanooga	48	– 9	51	16	**53**	6
72 Springfield-Decatur-Champaign, Ill.	47	15	53	0	**55**	15
73 Spokane, Wash.	**47**	– 11	41	0	46	5
74 Portland-Poland Spring, Me.	**44**	– 19	35	– 5	**44**	5
75 Albuquerque, N.M.	46	– 19	41	2	**54**	18
76 Harrisburg, Ill.-Paducah, Ky.-Cape Girardeau, Mo.	30	– 19	**59**	– 2	56	8
77 West Palm Beach, Fla.	39	– 9	9	– 10	**45**	5
78 Johnstown-Altoona, Pa.	–	–	58	9	**71**	1
79 Cedar Rapids-Waterloo, Iowa	45	– 17	41	2	**48**	30
80 Jackson, Miss.	22	– 29	**49**	20	52	4
81 Youngstown, Ohio	44	– 12	**54**	10	42	14
82 South Bend-Elkhart, Ind.	44	– 19	45	0	**47**	21
83 Springfield, Mo.	19	– 17	50	9	**56**	0
84 Kingsport-Johnson City, Tenn.-Bristol, Va.	20	– 31	52	21	**65**	20
85 Lincoln-Hastings-Kearney, Neb.	31	7	**46**	18	14	17
86 Springfield, Mass.	**57**	– 10	–	–	40	– 15
87 Peoria, Ill.	37	– 12	34	13	**38**	– 3
88 Evansville, Ind.	**49**	– 14	32	10	32	14
89 Lexington, Ky.	28	– 30	**52**	21	45	18
90 Tucson, Ariz.	**36**	– 5	31	11	**36**	3
91 Lansing, Mich.	–	–	**54**	23	37	12
92 Baton Rouge	52	– 12	**54**	13	28	8
93 Fargo-Valley City, N.D.	24	– 17	29	0	**32**	– 3
94 Fort Wayne, Ind.	**38**	– 12	35	6	30	7
95 Mitchell-Sioux Falls, S.D.	13	– 13	**46**	12	34	6
96 Huntsville-Decatur-Florence, Ala.	40	– 13	**50**	19	25	– 11
97 Columbia, S.C.	20	– 13	21	5	**61**	9
98 Burlington, Vt.-Plattsburgh, N.Y.	15	– 25	**42**	– 2	26	24
99 Austin, Tex.	32	– 18	**42**	8	26	24
100 Waco-Temple, Tex.	**42**	– 16	–	–	31	0

Business

Week's worth of earnings reports from stocks on Broadcasting's index

Company	Period/Ended	Current and change: Revenues	% Change	Net Income	% Change	Per Share	Year earlier: Revenues	Net Income	Per Share
Acton Corp.	3 mo. 3/31	$30,670,000	+20.3	$804,000	+19.1	.27	$25,485,000	$675,000	.24
Columbia Pictures	9 mo. 3/29	485,015,000	+18.1	29,297,000	− 2.1	2.95	410,500,000	29,908,000	3.08
Comcast	3 mo. 3/31	5,758,000	+23.9	451,000	+44.6	.18	4,646,000	312,000	.12
Doyle Dane Bernbach	3 mo. 3/31	31,354,000	+43.4	1,733,000	+40.3	.66	21,863,000	1,235,000	.46
Filmways	Year 2/29/80	168,566,000	+77.2	1,617,000	−79.4	.24	95,127,000	7,842,000	1.57
Foot, Cone & Belding	3 mo. 3/31	35,757,000	+22.0	1,610,000	+57.9	42½	29,308,000	1,019,000	.35
Fuqua Industries	3 mo. 3/31	491,004,000	+ 5.7	10,678,000	+ 4.2	.81	464,230,000	10,239,000	.78
MCA Inc.	3 mo. 3/31	322,760,000	+14.0	25,639,000	−59.9	1.09	283,008,000	63,879,000	2.74
MCI Communications	Year 3/31/80	144,345,000	+51.6	13,345,000	+88.6	.20	95,243,000	7,076,000	.23
Metro-Goldwyn-Mayer	6 mo. 2/29	243,497,000	− 4.4	25,496,000	−30.0	.78	254,662,000	36,392,000	1.13
Movielab	3 mo. 3/29	8,591,234	+ 5.9	576,527	+14.6	.35	8,105,103	502,895	.31
Outlet Co.	3 mo. 4/30	63,110,000	+ 1.8	−1,993,000	−260.3	−.87	61,980,000	−553,000	−.31
Rockwell International	6 mo. 3/31	3,314,000,000	+11.1	148,400,00	+14.5	4.04	2,981,100,000	129,600,000	3.66
Schering-Plough	3 mo. 3/31	452,615,000	+48.2	70,322,000	+14.9	1.31	305,510,000	61,220,000	1.15
Taft Broadcasting	Year 3/31/80	235,946,0000	+41.2	31,715,000	+22.4	3.58	167,068,000	25,881,000	3.06
Tele-Communications Inc.	Year 12/31/79	92,161,000	+46.3	28,903,000	+373.5	2.58	62,973,000	6,104,000	.52
Teleprompter	3 mo. 3/31	43,960,000	+10.3	6,412,000	+157.3	.38	39,825,000	−3,920,000	−24
J. Walter Thompson	3 mo. 3/31	67,814,000	+31.6	696,000	+0.9	.23	51,538,000	690,000	.23
Times Mirror	12 wk. 3/23	402,300,000	+17.7	24,400,000	−13.8	.71	342,600,000	28,300,000	.83
Veltec Corp.	3 mo. 3/31	20,900,000	+52.5	1,300,000	+180.7	28	13,700,000	570,000	.14
Wrather Corp.	3 mo. 3/31	12,477,000	+15.0	−928,000	−385.8	−.41	10,848,000	−191,000	−.09

* Tele-Communications net income in first quarter of 1979 reflects gains from sales of affiliate's holdings in Resorts International common stock.

April's ante. Network TV sales in April reached $432,743,100, up 12.1% from April 1979, according to estimates compiled by Broadcast Advertisers Reports and released by the Television Bureau of Advertising.

April sales brought the total for the first four months of 1980 to $1,664,822,800, a 13.3% increase from the comparable period last year. Greatest gains in April and in the year to date were in Monday-Friday daytime, up 24.1% for the month and 21.7% for the four-month period. Saturday-Sunday daytime showed an 8.1% decline in April but was up 10.2% for the four months. The April decline was attributed to there being one fewer weekend day in April 1980 than in April 1979. BAR and TVB report individual network totals only on a quarterly basis now. For the first quarter, as reported earlier, ABC-TV led with $476,529,700, followed by CBS-TV with $395,364,300 and NBC-TV with $360,185,700.

The BAR/TVB estimates follow:

Network Television Investment Estimates

April

	1979	*1980*	*% change*
Daytime	$125,411,600	$141,710,200	+13.0
Mon.-Fri.	82,258,000	102,064,900	+24.1
Sat.-Sun.	43,153,600	39,645,300	– 8.1
Nighttime	260,659,200	291,032,900	+11.7
Total	$386,070,800	$432,743,100	+12.1

January-April

	1979	*1980*	*% change*
Daytime	$498,248,500	$586,315,000	+17.7
Mon.-Fri.	325,282,500	395,732,900	+21.7
Sat.-Sun.	172,966,000	190,582,100	+10.2
Nighttime	970,987,800	1,078,507,800	+11.1
Total	$1,469,236,300	$1,664,822,800	+13.3

Quarter	*ABC*	*CBS*	*NBC*	*Total*
Jan.-March	$476,529,700	$395,364,300	$360,185,700	$1,232,079,700

per share in second-quarter 1979 net earnings (out of $2.37) that came as a nonrecurring gain from the sale of Cinema Center film titles.

Wyman also noted that the recession's impact is affecting some consumer products, publishing and record businesses at CBS. Still, he told the Wall Street community, the company expects its broadcast operations to produce "excellent results," citing CBS Television's "strong competitive position in a still expanding broadcast economy."

Despite Wyman's assurance of a promising future "once the current recession is behind us," the earnings news left some analysts wondering whether the company would be able to make good on Wyman's prediction of an up year. (Earnings per share in 1979 were $7.21.) Even those who have now lowered their estimates to the $7.25-$7.30 range say they wouldn't be shocked if last year's level isn't topped.

The reception was Wyman's introduction, in his new job, to the Wall Street community. The swift departure of his predecessor, John D. Backe, caused some questioning in the financial community as to whether there would be a change in the company's announced plans to develop its "new technology" resources, a course that had come to be identified with Backe. Wyman's message for the analysts was that "the new technologies in entertainment and information offer us promising new options," and the company is making the "necessary investments to keep those options open."

Banks becoming biggest backer of cable TV

Loans last year and projections for current one are outpacing intermediate lenders, insurance

In a departure from the previous two years, 1979 saw banks leading the way in making new loans to the cable industry. Total loans outstanding to the industry grew by 10.5% in 1979 to $1.4 billion, with banks increasing their outstandings by 14.8%, intermediate term lenders by 7.3% and insurance companies by only 4.6%.

These are some of the findings of the sixth such survey conducted by Warburg Paribas Becker Inc. A principal conclusion is that all three groups of lenders "continue to exhibit strong interest in the cable television industry and each group projects substantial new loan volume ($703,300,000 in total) during 1980."

The shift to banks as lenders, according to this report "reflects the increase in construction financing, the increase in commitments and takedowns before the potential imposition of credit controls and the lower level of refinancing into fixed rate loans."

Looking at the potential for bank lending in 1980, the report predicts "a very sharp increase" in total outstandings on the order of 70%, which would push bank lending to cable companies over $1 billion by year-end. Two primary factors here are a 215% increase in unfunded commitments at year-end, and a projected 85% increase in new loan volume. The five leading banks in the cable lending business as of 1979 are Chase Manhattan, First National Bank of Boston, National Bank of North America, Citibank and First National Bank of Chicago.

Intermediate lenders responding to the WPB survey projected "slightly lower new loan volume" for 1980, for a total growth in outstandings of 5% by Dec. 31. Along with that growth, average cable portfolio size for the group grew by 19% to $15.2 million. Average portfolio size for banks was $5.15 million; for insurance companies, $23.1 million.

PROJECTED AVAILABLE FUNDS IN 1980

Type of lender	Number of lenders reporting	Outstandings at Dec. 31, 1979	Projected new loan volume for 1980	Projected outstandings at Dec. 31, 1980
Banks	120	$617,835,000	$595,050,000	$1,057,914,000
Intermediate lenders	9	137,056,000	34,000,000	143,200,000
Insurance companies	31	662,396,000	74,250,000	716,020,000
Total	160	$1,417,287,000	$703,300,000	$1,917,134,000

Source: Direct reports from lenders based on questionnaires sent by Warburg Paribas Becker to more than 150 lending institutions including more than 60 of the largest 100 commercial banks.

Summary of broadcasting

FCC tabulations as of March 31, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,546	3	9	4,558	104	4,662
Commercial FM	3,165	2	1	3,168	181	3,349
Educational FM	1,030	0	5	1,035	96	1,131
Total Radio	8,741	5	15	8,761	381	9,142
Commercial TV						
VHF	514	1	2	517	9	526
UHF	224	0	5	229	68	297
Educational TV						
VHF	99	1	5	105	6	111
UHF	155	2	5	162	8	170
Total TV	992	4	17	1,013	91	1,104
FM Translators	293	0	0	293	152	445
TV Translators						
UHF	1,262	0	0	1,262	412	1,674
VHF	2,510	0	0	2,510	187	2,697

*Special temporary authorization

**Includes off-air licenses